

**WHAT IS CLAIMED IS:**

1. An apparatus for controlling a screen brightness value of a terminal comprising:

a controller which controls the terminal to sense an illumination intensity around the terminal and to determine a level of the illumination intensity; and

a display unit which controls the screen brightness value of the terminal based on the level of illumination intensity determined by the controller.

2. The apparatus according to claim 1, wherein the terminal includes a camera, and wherein the controller controls the terminal to sense the illumination intensity by controlling the camera to photograph an object around the terminal.

3. The apparatus according to claim 2, wherein the controller controls the camera to photograph the object when a user manipulates or uses the terminal.

4. The apparatus according to claim 2, wherein the photograph comprises a digital image and the controller determines the level of the illumination intensity based on a brightness value of pixels in the digital image.

5. The apparatus according to claim 4, wherein the display unit sets the screen brightness value of the terminal based on a most frequently detected brightness value of the pixels in the digital image.

6. The apparatus according to claim 1, wherein, for a predetermined time period, the controller continuously controls the terminal to sense the illumination intensity and to determine the level of illumination intensity, and the display unit continuously controls the screen brightness value of the terminal.

7. The apparatus according to claim 6, wherein, if the predetermined time period has expired and a user then manipulates or uses the terminal, the controller again starts controlling the terminal to sense the illumination intensity and to determine the level of illumination intensity, and the display unit again starts controlling the screen brightness value of the terminal.

8. The apparatus according to claim 1, further comprising:  
a data table including at least two ranges of brightness peak values, each range having a corresponding illumination intensity value.

9. The apparatus according to claim 8, wherein the controller reads the illumination intensity value from the data table, and the display unit controls the screen brightness value of the terminal based on the illumination intensity value read from the data table.

10. The apparatus according to claim 1, wherein the terminal is a mobile terminal.

11. A method for controlling a screen brightness value of a terminal comprising:

controlling the terminal to sense an illumination intensity around the terminal and to determine a level of the illumination intensity; and

controlling the screen brightness value of the terminal based on the determined level of illumination intensity.

12. The method according to claim 11, wherein the terminal includes a camera, and wherein the terminal is controlled to sense the illumination intensity by controlling the camera to photograph an object around the terminal.

13. The method according to claim 12, wherein the camera is controlled to photograph the object when a user manipulates or uses the terminal.

14. The method according to claim 12, wherein the photograph comprises a digital image, and wherein the method further comprises determining the level of the illumination intensity based on a brightness value of pixels in the digital image.

15. The method according to claim 14, further comprising:  
setting the screen brightness value of the terminal based on a most frequently detected brightness value of the pixels in the digital image.

16. The method according to claim 12, wherein, for a predetermined time period, the terminal is continuously controlled to sense the illumination intensity and to determine the level of illumination intensity, and the screen brightness value of the terminal is continuously controlled.

17. The method according to claim 16, wherein, if the predetermined time period has expired and a user then manipulates or uses the terminal, the terminal is again controlled to sense the illumination intensity and to determine the level of illumination intensity, and the screen brightness value of the terminal is again controlled.

18. The method according to claim 11, further comprising:  
storing a data table including at least two ranges of brightness peak values, each range having a corresponding illumination intensity value.

19. The method according to claim 18, further comprising:  
reading the illumination intensity value from the data table,  
wherein the screen brightness value of the terminal is controlled based on the illumination intensity value read from the data table.

20. The method according to claim 11, wherein the terminal is a mobile terminal.

21. A computer program product for controlling a screen brightness value of a terminal comprising:

a first computer code which controls the terminal to sense an illumination intensity around the terminal and to determine a level of the illumination intensity; and

a second computer code which controls the screen brightness value of the terminal based on the level of illumination intensity determined by the controller.

22. The computer program product according to claim 21, wherein the terminal includes a camera, and wherein the first computer code controls the terminal to sense the illumination intensity by controlling the camera to photograph an object around the mobile terminal.

23. The computer program product according to claim 22, wherein the first computer code controls the camera to photograph the object when a user manipulates or uses the terminal.

24. The computer program product according to claim 22, wherein the photograph comprises a digital image and the first computer code determines the level of the illumination intensity based on a brightness value of pixels in the digital image.

25. The computer program product according to claim 24, wherein the second computer code sets the screen brightness value of the terminal based on a most frequently detected brightness value of the pixels in the digital image.

26. The computer program product according to claim 21, wherein, for a predetermined time period, the first computer code continuously controls the terminal to sense the illumination intensity and to determine the level of illumination intensity, and the second computer code continuously controls the screen brightness value of the terminal.

27. The computer program product according to claim 26, wherein, if the predetermined time period has expired and a user then manipulates or uses the terminal, the first computer code again starts controlling the mobile terminal to sense the

illumination intensity and to determine the level of illumination intensity, and the second computer code again starts controlling the screen brightness value of the terminal.

28. The computer program product according to claim 21, further comprising:  
a data table including at least two ranges of brightness peak values, each range having a corresponding illumination intensity value.

29. The computer program product according to claim 28, wherein the first computer code reads the illumination intensity value from the data table, and the second computer code controls the screen brightness value of the terminal based on the illumination intensity value read from the data table.

30. The computer program product according to claim 21, wherein the terminal is a mobile terminal.